

**THE EFFECT OF HALAL LABEL, PRODUCT QUALITY, AND PRICE ON CONSUMER LOYALTY OF CHICKEN MEAT AT GOLDEN SUPERMARKET MANADO***PENGARUH LABEL HALAL, KUALITAS PRODUK, DAN HARGA TERHADAP LOYALITAS KONSUMEN DAGING AYAM DI GOLDEN SUPERMARKET MANADO*

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**Abstract:** Satisfaction of basic human needs today is one thing that must be met. Fulfillment is not just to receive or consume it, not even just to feel enough and so on, but nowadays there are consumers who are more concerned with other values than just fulfilling them, such as values related to religion. The purpose of this study was to determine the effect of halal label, product quality and price on consumer loyalty of chicken meat at Golden Supermarket Manado either simultaneously or partially on consumer loyalty. The type of research used is associative research with Multiple Linear Regression analysis method. The number of samples used is 100 respondents. The results showed that simultaneously and partially halal label, product quality and price affect consumer loyalty. The management can pay attention to the quality of the product to consumers so that in the future there will be an increase in consumer loyalty for meat ayam at Golden Supermarket Manado.

**Keywords:** *halal label, product quality, price, consumer loyalty*

**Abstrak:** Pemenuhan kebutuhan dasar manusia saat ini merupakan salah satu hal yang harus dipenuhi. Pemenuhan bukan sekedar menerima atau mengkonsumsinya, bahkan tidak sekedar merasa cukup dan sebagainya, namun saat ini ada konsumen yang lebih mementingkan nilai-nilai lain dari pada sekedar memenuhinya, seperti nilai-nilai yang berkaitan dengan agama. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh label halal, kualitas produk dan harga terhadap loyalitas konsumen daging ayam di Golden Supermarket Manado baik secara simultan maupun parsial terhadap loyalitas konsumen. Jenis penelitian yang digunakan adalah penelitian asosiatif dengan metode analisis Regresi Linier Berganda. Jumlah sampel yang digunakan adalah 100 responden. Hasil penelitian menunjukkan bahwa secara simultan dan parsial label halal, kualitas produk dan harga berpengaruh terhadap loyalitas konsumen. Pihak manajemen dapat memperhatikan kualitas produk kepada konsumen sehingga kedepannya akan terjadi peningkatan loyalitas konsumen terhadap daging ayam di Golden Supermarket Manado.

**Kata Kunci:** *label halal, kualitas produk, harga, loyalitas konsumen*

## INTRODUCTION

### Research Background

Satisfaction of basic human needs today is one thing that must be met. Fulfillment is not just to receive or consume it, not even just to feel enough and so on, but nowadays some consumers are more concerned with other values than just fulfilling them, such as values related to religion. Indonesia, which is one of the most populous countries in the world, where the majority of the population is Muslim, of course, to consume something, it must be based on rules that are in accordance with religious values. This is especially true for areas where the majority or most of the population adheres to a certain religion. These rules cannot be separated from their daily life. Starting from the way they dress to the food they eat.

Halal is not only a mandatory knowledge for adherents of a religion, however, halal here refers to what is seen directly by existing consumers. Halal here refers more to the label on a product. So by looking at the label, consumers will know the state of the goods or food that will be consumed. The halal label on product packaging circulating in Indonesia is a logo composed of Arabic letters that form the word halal in a circle. The labeling regulation issued by the Director-General of POM (Directorate General of Drug and Food Control) of the Ministry of Health of the Republic of Indonesia, requires food product producers to include additional labels containing information about the ingredients of the food product. That way consumers can get a little information that can help them to determine the halalness of a product for themselves (Rosada, 2019). Halal labels in areas where the population is predominantly Muslim are a must for them. Thus the halal label will affect the sales of products to be marketed by producers, both products that will be consumed directly or for products that will not be directly consumed by consumers.

The quality of the resulting product has an important role in building consumer loyalty. Product quality is a perception felt by consumers when they will use or consume a product. When consumers feel something about the product they use or consume, an attitude will be formed to buy back or they will leave the product. So a product that has quality above the average of similar products may form loyalty to the consumer itself. Consumers who are loyal to the products offered by producers, consumers will recommend these products to other parties such as family and friends. Generally, loyal consumers tend to be unaffected and not easily switch to competing products. Product quality is a determining factor for consumers to be satisfied because good product quality will create, maintain and make loyal consumers (Bulan and Sriwulan, 2021).

Companies also need to see the importance of consumer satisfaction for the prices given and relatively in accordance with the quality expected from consumers. This aims to get loyal (faithful) consumers so that they make purchases repeatedly and can provide great benefits for the company (Amanda, 2019). Price is a form of value for money that must be spent to get a product that we will buy. Price is also often associated with quality. Companies must be able to determine the right price to their customers, because price is one of the determinants of product selection which will affect customer loyalty (Oman, 2019).

Golden Supermarket, located in Manado, is one of the most popular shopping places visited by the people of Manado City and its surroundings. People in Manado City, who are mostly Muslim, are very careful in choosing places to shop in Manado. They put forward the issue of halal or haram food in the context of their religion. Most of the people of Manado City who are Muslim are very careful about the Halal Logo. With a halal logo that can be seen by consumers when they intend to shop for their daily needs, they will feel safe about what they will consume. Likewise at Golden Supermarket, which sells various halal products, one of which is chicken. All products that will be sold to consumers have gone through several processes so that the quality of the meat sold is maintained. The atmosphere of the place where Golden Supermarket is almost the same as traditional markets in Manado in general.

The difference is only that Golden Supermarket uses more modern concepts. By carrying out a modern design with several product posters neatly arranged on the walls of the store and consumers can directly see the process of cutting the existing chicken meat. So that consumers feel comfortable with the existing atmosphere. The quality of chicken meat at Golden Supermarket Manado is very fresh. Before being sold, this chicken always goes through the selection stage and every day the chicken on display runs out in one day, so the next day the chicken with the latest stock is displayed. For the price of chicken meat at Golden Supermarket Manado, it is still very affordable and still follows the market price in general, with a price range of 40,000 – 50,000 depending on the weight of the chicken.

### **Research Objectives**

The objectives of this research are as follows:

1. This study aims to determine the effect of the halal label, product quality, and price on consumer loyalty to chicken meat at Golden Supermarket Manado.
2. This study aims to determine the effect of the halal label on consumer loyalty for chicken meat at the Golden Supermarket Manado.
3. To determine the effect of product quality on consumer loyalty to chicken meat at the Golden Supermarket Manado.
4. To determine the effect of price on consumer loyalty to chicken meat at the Golden Supermarket Manado.

**Consumer Behavior**

Consumer behavior will lead to the creation of consumer decisions to make purchases. Knowing the behavior of a consumer is very difficult, marketers must be good at understanding their perceptions, tastes, and behavior when shopping. Consumer behavior is a direct activity in obtaining and consuming products, including the decision-making stages that initiate and determine these actions. Peter and Olson (2014) argue that consumer behavior is a dynamic relationship between influence and awareness, behavior and the environment in which a person carries out the exchange of elements of life. Kotler and Armstrong (2018) stated that consumer buyer behavior refers to the buying behavior of final consumer's individuals and households that buy goods and services for personal consumption. Peter and Olson (2014) argue that consumer behavior is a dynamic relationship between influence and awareness, behavior and the environment in which a person carries out the exchange of elements of life. Kotler and Armstrong (2018) stated that consumer buyer behavior refers to the buying behavior of final consumers individuals and households that buy goods and services for personal consumption.

**Halal Labeling**

The label has a close relationship with marketing, the label is part of a product that conveys information about what is in the seller and the product itself. Labeling is a very important product element that deserves careful attention to attract consumers (Sunyoto, 2014). Halal is any object or activity that is permitted to be used or carried out. While haram is anything that is forbidden by Allah SWT where people who violate it are threatened with punishment by Allah in the hereafter. Thus, it is clear that according to Islamic teachings, consuming what is lawful, holy, and good is a religious commandment and the law is obligatory (Hasan, 2014).

**Product Quality**

Kotler and Armstrong (2018) explain that product quality is a potential strategic weapon to beat competitors. The ability of a quality product to perform a variety of functions including durability, reliability, accuracy, and ease of use. Tjiptono (2016) explains that product quality is a consumer's assessment of the advantages or privileges of a product

**Price**

Tjiptono (2016) states that Price can be defined as the amount of money (monetary unit) and or other (non-monetary) aspects that contain certain utilities/usages needed to obtain a service. Arifin (2014) states that "Price is compensation that must be paid to consumers in order to obtain goods or services".

**Consumer Loyalty**

Rahmayanty (2013) argues that loyalty is the percentage of consumers who have bought in a certain time frame and made repeat purchases since the first purchase. Griffin (2013) states Loyalty is defined as non-random purchase expressed over time by some decision-making unit. This means that loyalty refers more to the behavior of the decision-making units to make continuous purchases of the goods or services of a selected company.

**Previous Research**

Aspan et al. (2017) determined the effect of halal label, realization, product price and respect on the trademark with decision of purchase cosmetic product for consumer Sariayu Martha Tilaar in Binjai. The total of samples in this research are 100 respondents. This research uses a quantitative research. The method of data analysis was conducted using multiple linear regression analysis. The results showed that the variables simultaneously on the halal label, halal realization, product pricing, and respect for the trademark with the decision to purchase in Binjai get the effects to buy cosmetic Sariayu Martha Tilaar. The variable of effect of halal label, realization halal, product price and respect on the trademark with decision of purchase cosmetic product for consumer Sariayu Martha Tilaar in Binjai are individually not significant effect on purchasing decisions. While the price of individual products has positive influence on purchase decisions cosmetics Sariayu Martha Tilaar. The result of coefficient determination test indicates that the variable of halal label, realization, product price and respect on the trademark with decision of purchase cosmetic product by 15.8% (low), while the balance of 84.2% is influenced by other variables not examined in this research.

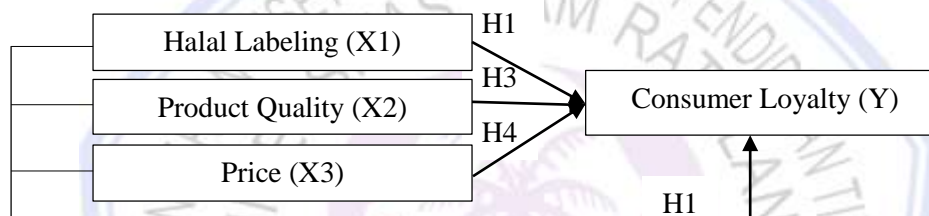
Hoe and Mansori (2018) studied the factors that can assist a company to build a sustainable competitive advantage through the effective enhancement of customer satisfaction and ultimately customer loyalty. The



proposed conceptual model consists of the different dimensions of product quality as the independent variables with customer satisfaction. Garvin's eight dimensions of Product Quality in Performance, Features, Reliability, Conformance, Durability, Serviceability, Aesthetics and Perceived quality are dimensions of Product Quality that affect Customer Satisfaction which impacts Loyalty. The results provide insights to understand the dimensions of Product Quality that affect customer satisfaction and higher satisfaction leads to higher customer loyalty in the engineering industry in Malaysia.

Loo, Petrus, Rohana and Siregar (2020) determined the effect of Price, Advertising and E-Service Quality on Customer Loyalty and also to find out and analyze the most dominant factors that influence Customer Loyalty. The population in this study is the millennial generation (aged 18-37 years) online travel agent users Traveloka and Tiket.com services in Medan. The sample in this study were 150 people aged 18-37 years who had used Traveloka or Tiket.com at least 2 times consisting of 75 respondents of Traveloka users and 75 respondents of Tiket.com users in Medan. Samples were taken by accidental sampling technique. The analytical method used is descriptive analysis method and multiple linear regression analysis method. This type of research is associative research and the data used are primary data and secondary data obtained through documentation studies and questionnaires that are measured using a Likert scale. The data is processed statistically with the SPSS for windows program, namely the determinant coefficient (R<sup>2</sup>), f test and t test. The results of this study indicate that simultaneously Advertising, Price and E-Service Quality significantly influence Customer Loyalty. Partially, the variable Advertising, Price and E-Service Quality has a positive and significant effect on Customer Loyalty.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Literatur Review*

## RESEARCH METHOD

### Research Approach

The type of research used in this research is association research, to find the relationship between variables and research. Techniques for pulling data through research. Techniques to collect data through survey research, to know the effect of halal labeling, product quality, and store atmosphere on consumer loyalty to Chicken Meat at the Golden Supermarket Manado. According to Sugiyono (2014), the survey method is a quantitative research method used to obtain data that occurred in the past or at present, about beliefs, opinions, characteristics, behavior, variable relationships and to test several sociological and psychological hypotheses from samples taken from certain populations, data collection techniques with questionnaire observations that are not in-depth and research results tend to be generalized. Sugiyono (2014) defines method is a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, to test predetermined hypotheses.

### Population Size Sample and Sampling Technique

The population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2014). In this study, the population used is buyer Chicken Meat at the Golden Supermarket Manado. The sampling technique used is *accidental sampling*, which is a sampling technique that draws samples by chance when buying chicken meat at the Golden Supermarket Manado, which can be proposed as a sample in the study. By using the Lemeshow formula above, the sample value (n) obtained is 96.04 which is then rounded up to 100 people.

### Operational of Definition Research Variable

1. Halal label is label that contains halal information with halal standards according to the Islamic religion and based on Indonesian government regulations (Widodo, 2015). Indicators: Image, Writing, combination of pictures and writing, sticking to the packaging or something attached to the package.
2. Product Quality is the consumer's assessment of the attributes in the product that will meet their needs and provide benefits to them (Putri, 2019). Indicators: performance, durability and compliance with specification.
3. Price is the amount of money charged for an item or service or the sum of the money value exchanged by consumers for the benefits of having or using the product or service (Kotler, 2014). Indicators: price affordability, price match with product quality, price match with benefits, price according to ability or price competitiveness.
4. Loyalty is customer's commitment to persist deeply, to re-subscribe, or to re-purchase selected goods/services consistently in the future, even though situational influences and marketing efforts have the potential to cause behavioral changes (Hurriyati in Widya, 2019). Indicators: make regular repeat purchases, recommend products and demonstrate immunity from the attraction of similar products/services from competitors.

### Data Analysis Method

#### Validity and Reliability Test

Validity is a measure that shows the levels of validity or validity of an instrument. An instrument that is valid or authentic has high validity, while a less valid instrument means it has low validity (Arikunto, 2013). Reliability shows an understanding that an instrument is reliable enough to be used as a data collection tool that is not tendentious or directs to choose certain answers (Arikunto, 2013).

#### Multiple Linear Regression

Statistical analysis used in this study is multiple regression analysis using the SPSS 18 program. Multiple linear regression analysis to calculate the magnitude of the influence quantitatively from a change (variable X) to other events (variable Y), then the formula according to Trihendradi (2013), as follows

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Where:

- Y = Consumer loyalty  
 X1 = Halal label  
 X2 = Product quality  
 X3 = Price  
 a = Constant  
 b1,b2,b3 = Regression coefficient

## RESULT AND DISCUSSION

### Result

#### Validity & Reliability Test

The results of the validity test of the purchasing decision variables show that all items are in a valid level of validity. All validity test values are obtained that the value of  $r_{count} > r_{table}$  where for the value of  $r_{table}$  itself for the number of questionnaires as many as 100 respondents ( $n-3 = 100-3 = 97$ ) is 0.198. Based on the table above, it can be seen that the Cronbach Alpha value of the three research variables shows a value greater than 0.6 so it can be concluded that the research instrument is reliable and can be further analyzed. Said to be reliable means that the answers given by the respondents through the questionnaire are reliable, reliable because they are in accordance (reliable) with the circumstances, the reality that occurs in the field and with what is expected to happen and can represent the respondent's answers so that it is said to be quite reliable.

#### Classic Assumption Test

##### Normality Test

Normality test is a test of the normality of the data distribution. Based on the results of the data obtained, the results of the normality test of the data are as in the table below.

**Table 1. Normality Test Data**  
**One-Sample Kolmogorov-Smirnov Test**

		Y	X1	X2	X3
N		100	100	100	100
Normal Parameters <sup>a,b</sup>	Mean	13.8100	17.3100	13.6800	18.1200
	Std. Deviation	1.31576	2.10672	1.27033	1.63472
	Absolute	.277	.159	.219	.191
Most Extreme Differences	Positive	.183	.133	.149	.125
	Negative	-.277	-.159	-.219	-.191
Kolmogorov-Smirnov Z		2.771	1.592	2.194	1.907
Asymp. Sig. (2-tailed)		.067	.412	.152	.511

a. Test distribution is Normal.

b. Calculated from data.

Source: processed data, 2022

In the data above, it can be seen that the output data shows that consumer loyalty data (Y) Asympsig value is 0,067, halal label (X1) Asymp.sig value is 0,412, product quality variable (X2) Asymp.sig value is 0,152 and price (X3) Asymp.sig value is 0,511. Because the four variables are more than 0,05, it can be stated that the data distribution is normal. The output of the normality test with the P-P Plot graph is as follows:

**Figure 2 Graph of Normal Probability Plots**

Source: processed data, 2022

In the output above, it can be seen that the data spread around the diagonal line and follows the direction of the diagonal line, then the data is normally distributed and the regression model has met the assumption of normality.

### Multikolinearitas Test

This test is a form of testing for assumptions in multiple regression analysis. The results of data processing in this study were obtained as follows:

**Tabel. 2. Multikolinearitas Test**

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1		
X1	.896	1.116
X2	.825	1.212
X3	.842	1.188

Source: processed data, 2022

The output above shows that the Tolerance value is more than 0.1 and the VIF is less than 10, so there is no multicollinearity problem in the regression model in this study.

**Heteroskedastitas Test**

The assumption of heteroscedasticity is an assumption in regression where the variance of the residuals is not the same for one observation to another observation. The results of calculations through processed data can be seen in the table below.

**Table 3. Spearman's rho Correlation Output**

		Correlations				
		Unstandardized Residual	X1	X2	X3	
Spearman's rho	Unstandardized Residual	Correlation Coefficient	1.000	.058	.104	.131
		Sig. (2-tailed)	.	.564	.303	.194
		N	100	100	100	100
	X1	Correlation Coefficient	.058	1.000	.281**	.253*
		Sig. (2-tailed)	.564	.	.005	.011
		N	100	100	100	100
	X2	Correlation Coefficient	.104	.281**	1.000	.398**
		Sig. (2-tailed)	.303	.005	.	.000
		N	100	100	100	100
	X3	Correlation Coefficient	.131	.253*	.398**	1.000
		Sig. (2-tailed)	.194	.011	.000	.
		N	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Source: processed data, 2022

The table above can be seen that the significance value of the X1 variable is 0.564, the X2 variable is 0.303 and X3 is 0.194. Because the significance value is more of 0.05, it can be concluded that the regression model does not have heteroscedasticity problems. While the output of the heteroscedasticity test with a scatterplot is shown in the image below.

**Figure 3 Scaterplot**

Source: processed data, 2022

From the table above, it can be seen that the dots spread with an unclear pattern above and below the number 0 on the Y axis, so it can be concluded that in the regression model there is no heteroscedasticity problem.

**Multiple Linear Regression Equation**

Looking for multiple regression equations, first calculate the regression coefficients by looking for doubling one variable with another variable. With the coefficients obtained from the calculation of appendix 5, namely for the treatment of the problem formulation and hypotheses, the multiple linear regression equation is obtained as shown in the following table.

The regression equation is obtained:

$$Y = 1,809 + 0,220X_1 + 0,265X_2 + 0,252X_3 + e$$

1. Constant a = 1,809. This means that if the halal label, product quality and price and the price are 0 (zero), then the loyalty of chicken meat consumers at Golden Supermarket Manado is 1.809.



2. Parameter  $b_1X_1 = 0,220$ . This means that if the halal label is increased by 1 unit, then the loyalty of chicken meat consumers at Golden Supermarket Manado will increase by 0.220 units.
3. Parameter  $b_2X_2 = 0,265$ . This means that if the product quality is increased by 1 unit, then the loyalty of chicken meat consumers at Golden Supermarket Manado will increase by 0.265 units.
4. Parameter  $b_3X_3 = 0,252$ . This means that if the price is increased by 1 unit, then the loyalty of chicken meat consumers at Golden Supermarket Manado will increase by 0.252 units.

**Table 4. Multiple Regression Analysis Results**

Model	Coefficients <sup>a</sup>				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
	(Constant)	1.809	1.382		1.310	.193
1	X1	.220	.050	.353	4.423	.000
	X2	.265	.086	.256	3.075	.003
	X3	.252	.066	.313	3.801	.000

a. Dependent Variable: Y

Source: processed data, 2022

### Coefficient of Determination

Analyzing and knowing how big the influence of the factors that influence the decisions of service users, it can be seen in the following table:

**Table 5. Coefficient of Determination Test**

Model	Model Summary <sup>b</sup>			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673 <sup>a</sup>	.452	.435	.98877

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Source: processed data, 2022

The  $R^2$  test is used to measure how much variation (sum of squared deviation of a variable from its average value) of the dependent variable can be explained by the independent variable in the regression model, so that it can determine the compatibility of the regression model (*goodness of fit*). The Summary model table above can be seen that the value of  $R^2$  is 0.452. So the contribution of the influence of the independent variable is 45.2% while the remaining 54.8% is influenced by factors not examined.

### Hypothesis Testing

#### F-Statistics Test

The F-statistical test is used to determine whether the independent variables, namely brand image (X1) and price, have a joint effect on the dependent variable, namely purchasing decisions (Y).

**Table 6. Analysis of Variance**

Model	ANOVA <sup>a</sup>					
	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	77.534	3	25.845	26.435	.000 <sup>b</sup>
	Residual	93.856	96	.978		
	Total	171.390	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: processed data, 2022

The procedure for testing the F-Statistics test is as follows:

1. Determine F arithmetic and F table
  - F count is 26,435 (see table ANOVA)



- F table is obtained from the statistical table at a significance of 0.05  $df_1=k-1$  or  $4-1=3$ , and  $df_2=n-k$  or  $100-4=96$  (k is the number of variables)

Another way to find the F table is to use the Ms Excel program by typing  $FINV(0.05,3.96)$  in an empty cell and then pressing enter. So that the F table value is obtained 2,6994.

2. Conclusion. It can be seen that the calculated F value is 26,435 > from the F table of 2,699, so the null hypothesis is rejected, meaning that the halal label, product quality and price jointly affect the loyalty of chicken meat consumers at Golden Supermarket Manado.

### T-Statistics Test

The t-statistic test is a test to determine whether the independent variables, namely the halal label (X1), product quality (X2) and price (X3), individually (partial) have a significant influence on the dependent variable, namely the loyalty of chicken meat consumers at Golden Supermarket Manado (Y).

**Table 7. T-Statistics Test**

Model	Coefficients <sup>a</sup>				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
	(Constant)	1.809	1.382		1.310	.193
1	X1	.220	.050	.353	4.423	.000
	X2	.265	.086	.256	3.075	.003
	X3	.252	.066	.313	3.801	.000

a. Dependent Variable: Y

Source: processed data, 2022

The test procedure is as follows:

1. Label halal Testing (X<sub>1</sub>). The t table can be found in the statistical table at a significance of  $0,05/2=0,025$  (two-sided test) with  $df = n-k-1$  or  $100-3-1 = 96$  (k= number of independent variables). Another way to find the t table is by using the Ms Excel program by typing  $TINV(0.05,96)$  in an empty cell and then pressing enter. So that obtained t table of 1,985. In the results above, it is obtained that the t-count value is 4,423 > from the t table of 1,985 so that the null hypothesis is rejected, meaning that the halal label affects the loyalty of chicken meat consumers at Golden Supermarket Manado.
2. Product quality testing(X<sub>2</sub>). The results above show that the t-count value is 3,075 > from the t-table of 1,985 so that the null hypothesis is rejected, meaning that product quality affects consumer loyalty of chicken meat at Golden Supermarket Manado.
3. Price Testing (X<sub>3</sub>). In the results above, it is obtained that the value of t count is 3.801 > from t table of 1,985 so that the null hypothesis is rejected, meaning that the price has an effect on consumer loyalty of chicken meat at Golden Supermarket Manado.

### Discussion

#### Halal Labeling Impact Consumer Loyalty

Halal labels can protect consumers from doubts about using a product. Halal labels can also strengthen and enhance product image which directly or indirectly affects consumer perceptions. Consumers will feel calm and safe if they consume products that have been declared halal by the MUI and are labeled halal on their products. The existence of a product that is labeled halal indicates that the product is safe for consumption because it goes through a manufacturing process with ingredients that are harmless and very safe to use (Anggraini and Suryoko, 2018). Halal labeling has a relevant influence on consumer loyalty in consuming snacks. With the information and knowledge about the location of the halal label given to consumers, the level of consumer loyalty also increases (Hasib and Anwar, 2019).

#### Product Quality Impact Consumer Loyalty

Product quality will greatly determine the speed of a company because by having good product quality, consumers will be interested in trying these products and will affect customer satisfaction, to increase customer loyalty. Product quality is all goods and services related to consumer desires which in terms of product excellence have met the requirements to be sold according to customer expectations (Pradhana, 2015). Previous research concluded that product quality has a significant effect on consumer loyalty (Halim et al., 2014).

### Price Impact Consumer Loyalty

In most cases, demand and price are inversely related, i.e. the higher the price, the lower the demand for the product. Vice versa, the lower the price, the higher the demand for the product. Therefore, setting the right price needs to get great attention from the company (Randyka, 2020). Price is the amount of money the customer has to pay for the product. So if the price can reflect the value of the quality of a product, in other words there is a match between price and product quality, it can encourage loyalty to be achieved by customers (Cardia, Santika and Respati, 2019).

### Halal Label, Product Quality, and Price Impact Consumer Loyalty

Consumer loyalty is a form of desire from consumers to make purchases of a product or service. Loyalty is also an attitude shown by consumers not to be tempted by similar products from different brands. Loyalty is not only a form of repurchasing an item, but also a form of being able to recommend products and or services to others. A person can be said to be loyal not only because it happens by chance, but through a long process and experiences felt by consumers. There are many factors that can affect consumer loyalty to a product. Among them is halal labeling, both price and quality of the product. Halal labeling can be interpreted as distrust of consumers towards the products they consume. Consumers feel safe in terms of religious values and in terms of health. Likewise with the price where the price that can be achieved by consumers can increase loyalty to a product. Another thing that cannot be separated from the factor of consumers being loyal is the quality of the product itself. The better the quality of the product, the more difficult it will be for consumers to switch to other similar products. Anggraini (2018) shows that the results of the direct influence test between halal labeling, price, product quality and customer satisfaction on customer loyalty in this research model show positive and significant influence results. The results of the indirect effect test between halal labeling, price and product quality on customer loyalty through customer satisfaction also show the results of a positive and significant effect.

## CONCLUSIONS DAN RECOMMENDATION

### Conclusion

1. Halal label, product quality and price, together affect the loyalty of chicken meat consumers at Golden Supermarket Manado.
2. Halal label influences consumer loyalty of chicken meat at Golden Supermarket Manado.
3. Product quality affects the loyalty of chicken meat consumers at Golden Supermarket Manado.
4. Price has an effect on consumer loyalty of chicken meat at Golden Supermarket Manado.

### Recommendations

1. Product quality variable is the weakest variable compared to other variables. For this reason, it is suggested to the management to pay attention to the quality of consumer products so that in the future there will be an increase in consumer loyalty at Golden Supermarket Manado.

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